





FIG. 2

Association / Sum	(1) Marketing	(2) Products	(3) Contacts	(4) Other
1-1 sum = 2	1		1	
1-2 sum = 1	1			
1-3 sum = 0				
1-4 sum = 3		2		1
2-1 sum = 0				
2-2 sum = 1		1		
2-3 sum = 0				
2-4 sum = 4			3	1
3-1 sum = 6	2	1		3
3-2 sum = 0				
3-3 sum = 1			1	
3-4 sum = 2		2		
4-1 sum = 0				
4-2 sum = 1			1	
4-3 sum = 2	2			
4-4 sum = 1			1	

FIG. 3

Association	(1) Marketing	(2) Products	(3) Contacts	(4) Other
1-1	1/2		1/2	
1-2	1/1			
1-3				
1-4		2/3		1/3
2-1				
2-2		1/1		
2-3				
2-4			3/4	1/4
3-1	2/6	1/6		3/6
3-2				
3-3			1/1	
3-4		2/2		
4-1				
4-2			2/2	
4-3	2/2			
4-4			1/1	

FIG. 4